

**WHAT IS CLAIMED IS:**

1. A substantially damp cleansing product comprising:

- (i) a water insoluble substrate; and
- (ii) a cleansing composition impregnated onto the substrate comprising:

- (a) at least one lathering surfactant present in an amount sufficient to foam;

- (b) water; and

wherein the water is present at greater than 15% by weight of the product, but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer with 30 mm profiled parallel plates at 23°C ranging from about 50 to about 300,000 cp.

2. The product according to claim 1 wherein the viscosity ranges from about 100 to about 250,000 cp.

3. The product according to claim 1 wherein the viscosity ranges from about 150 to about 100,000 cp.

4. The product according to claim 1 wherein the viscosity ranges from about 400 to about 10,000 cp.

5. The product according to claim 1 wherein the weight ratio of all lathering surfactants to water ranges from about 1:10 to about 5:1.

5 6. The product according to claim 1 wherein the at least one lathering surfactant is present in an amount from about 0.5 to about 60% by weight of total impregnated composition deposited upon the water insoluble substrate.

10 7. The article according to claim 1 wherein the water insoluble substrate is a sheet selected from a group consisting of non-woven, woven, hydro-entangled and air entangled substrates.

8. A substantially damp cleansing product comprising:

(i) a water insoluble substrate; and

15 (ii) a cleansing composition impregnated onto the substrate comprising:

(a) at least one anionic lathering surfactant present in an amount sufficient to foam;

(b) water; and

20 wherein the water is present in an amount of at least about 20% by weight of the product, but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer

with 30 mm profiled parallel plates at 23°C ranging from about 50 to about 300,000 cp.

9. A substantially damp cleansing product comprising:

(i) a water insoluble substrate; and

5 (ii) a cleansing composition impregnated onto the substrate comprising:

(a) from about 0.5 to about 60% by weight of the composition of at least one lathering surfactant;

10 (b) water; and

wherein the water is in an amount of at least about 20% by weight of the product but no higher than about 40%, and the composition having a viscosity as measured on a Haake CV 20 Rheometer with 30 mm profiled parallel plates at 23°C ranging from about 50 to about 300,000 cp.

10. A substantially damp cleansing product comprising:

- (i) a water insoluble substrate; and
- (ii) a cleansing composition impregnated onto the substrate comprising:

5                                   (a) from about 0.5 to about 60% by weight of the  
composition of at least one lathering  
surfactant;

                                 (b) water; and

10                               wherein the water is present in an amount of at least  
about 25% by weight of the product, but no higher  
than about 40%, and the composition having a  
viscosity as measured on a Haake CV 20 Rheometer  
with 30 mm profiled parallel plates at 23°C ranging  
from about 150 to about 100,000 cp.